

Housekeeping

- If you have any questions during the presentation, please enter them into the CHAT BOX.
- We will have a formal Q&A after the presenter concludes.
- Please keep your computers and phones on mute when not speaking.
- Please fill out the survey sent at the end of this presentation.

Participant Poll

Please answer these poll questions in the poll function in the CHAT BOX

- Is this the first webinar hosted by the NASA Office of Small Business Programs that you have attended?
 - YES OR NO
- How did you learn about this webinar?
 - A = OSBP Website
 - B = Communications from ARC, AFRC, or another Center
 - C = NASA Vendor Database email
 - D = Social Media
 - E =Other _____

About the NASA Office of Small Business Programs

The NASA Office of Small Business Programs (OSBP) is located at Headquarters in Washington, D.C. and is under the leadership of Associate Administrator Glenn A. Delgado.

Our vision is to promote and integrate all small businesses into the competitive base of contractors that pioneer the future of space exploration, scientific discovery, and aeronautics research.

The NASA OSBP webinar series offers in-depth training relevant to small businesses; and provide the opportunity to ask questions directly to key points of contacts at the Agency.

Meet the Presenter

Ms. Christine Munroe is the Small Business Specialist for the NASA Ames Research Center is located in the heart of Silicon Valley, CA and the NASA Armstrong Flight Research Center at Edwards Air Force Base,



She is responsible for promoting and integrating small businesses into the competitive base of contractors that pioneer the future of space exploration, scientific discovery, and aeronautic research. She assists in assuring that small businesses in all socio-economic categories receive adequate consideration in the procurement process.

Additionally, she represents the Agency at various events sponsored by the NASA Office of Small Business Programs (OSBP), the Small Business Administration (SBA), and other Government organizations, counseling small businesses on how to compete for Government contracts.

Ms. Munroe has more than 30 years of experience as a contracting professional and has advised several Source Evaluation Boards as a Contracting Officer in the procurement process. She is Federal Acquisition Certification in Contracting (FAC-C) Level III certified contracting professional. She recently graduated from the San Francisco Executive Board Leadership Program May 2019.

Ms. Munroe holds both a Masters' of Science Degree in Systems Management and a Bachelor's of Science in Human Services from Notre Dame de Namur University in Belmont, CA.

She has spoken at various Career Days, Math and Science Conferences throughout the Bay Area at local churches and school events. Her Interests include traveling, reading, and watching sports. As an Air Force brat, she has resided in several locations (Madrid, Spain, Sacramento, CA, Bay Area, CA), but Ms. Munroe considers Milpitas, California her hometown. She currently resides in the Bay Area.

HOW TO DO BUSINESS WITH THE NASA AMES RESEARCH CENTER AND THE NASA ARMSTRONG RESEARCH CENTER

Agenda

- NASA Overview
- Ames Research Center Overview
- Armstrong Flight Research Center Overview
- Doing Business with NASA
- Metrics
- Upcoming Requirements ARC/AFRC
- Prime Contractor Information
- Small Business Resources

NASA Overview

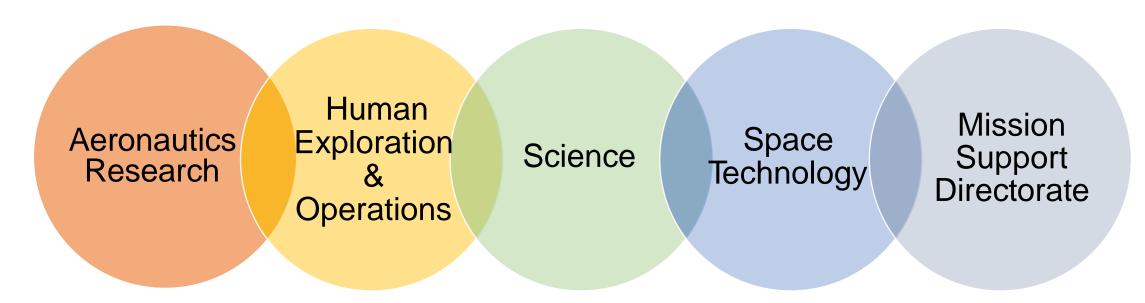
Vision: To discover and expand knowledge for the benefit of humanity.

Mission Directorates include Aeronautics Research, Human Exploration and Operations, Science, and Space Technology.

Ten Centers plus Jet Propulsion Laboratory organized into Space Centers, Research Centers, and a Shared Services Center.

Visit www.nasa.gov for more information.

NASA Mission Directorates (Where To Do Business)



Research directly benefits
today's air transportation
system, the aviation
industry, and the
passengers and
businesses who rely on
aviation every day.

Oversees the leadership and management of NASA space operations related to human exploration in and beyond low-Earth orbit.

Engages the Nation's
science community,
sponsors scientific
research, and develops
and deploys satellites and
probes in collaboration
with NASA's partners
around the world.

Technology drives
exploration to the Moon,
Mars and beyond. NASA's
Space Technology Mission
Directorate (STMD)
develops transformative
space technologies to
enable future missions.

Provide effective and efficient institutional support to enable successful accomplishment of NASA mission objectives.

NASA Centers

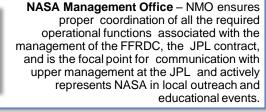
Enables the Agency's mission and execute contracts in support of programmatic, institutional, and operational meds.



Headquarters OP - Provides stewardship of acquisition process to support successful accomplishment of mission objectives. Provide policy, oversight, optimization of procurement resources, and support Mission Directorate Acquisition Strategy Development to enable more efficient operations for NASA.



NASA Shared Services Center - Supports
NASA's overall mission by providing core
procurement services across the Agency;
award /administration of grants and
cooperative agreements; research &
development contracts; complex,
large dollar service contracts; and
commercial item acquisitions.





Ames Research Center - Specializes in research geared toward gaining new knowledge and creating new technologies that span the spectrum of NASA interests.



Armstrong Flight Research Center - As the lead Center for flight research, Armstrong continues to innovate in aeronautics and space technology. The newest, the fastest, the highest -- all have made their debut in the vast, clear desert skies over Armstrong.



Glenn Research Center - Glenn develops and transfers critical technologies through research, technology development, and systems development for safe and reliable aeronautics, aerospace, and space applications.



Goddard Space Flight Center - Goddard's mission is to expand knowledge about Earth and its environment, the solar system, and the universe through observations from space.



Johnson Space Center - Leads NASA's efforts in human space exploration, from the early Gemini, Apollo, Skylab and space shuttle programs to today's International Space Station and Orion programs.





Langley Research Center - Langley continues to forge new frontiers in aviation and space research for aerospace, atmospheric sciences, and technology commercialization to improve the way the world lives.



Marshall Space Flight Center - Marshall is the world's leader in the access to space and the use of space for research and development to benefit humanity.



Stennis Space Center - Stennis is responsible for NASA's rocket propulsion testing and for partnering with industry to develop and implement remote- sensing technology.

NASA spends approximately 85% of its budget on acquiring goods and services. FY18 Procurement spend was \$19 billion; completed approximately 40K procurement actions (e.g. awards, modifications) and managed in excess of 25K instruments (e.g. contracts, PO, TO, DO)

Food for Thought

"Solicitations don't just magically become set-asides or generally categorized by happenstance; the decision framework begins at the time that Market Research is being conducted and sources are being sought."

ARC/AFRC Small Business OfficeVision and Mission Statement

Vision Statement

The vision of the Office of Small Business Programs at Ames Research center is to promote and integrate all small businesses into the competitive base of contractors that pioneer the future of space exploration, scientific discovery, and aeronautics research.

Mission Statement

To advise the Center personnel on all matters related to small business.

To expand and enhance supplier diversity efforts by participating in small business outreach events.

To promote the development and management of NASA programs that assist all categories of small business.

To develop small businesses in high tech areas that include technology transfer and commercialization of technology, and Small Business Innovative Research (SBIR/STTR).

To provide small businesses maximum practicable opportunities to participate in NASA prime contracts and subcontracts.

Ames Research Center At-a-Glance

- Main focus at Ames Research Center
 - Research and Development in Aeronautics
 - Exploration Technology and Science aligned with the center's core capabilities
- Unique about Ames Research Center
 - ARC is located at Moffett Field, CA in the heart of California's Silicon Valley. 40 miles south from San Francisco, 12 miles north from San Jose, CA between Mountain View and Sunnyvale
- ARC is participating in Gateway/Artemis
 - VIPER
- Doing Business with NASA Ames: https://www.nasa.gov/centers/ames/business/index.html
- ARC Current Missions: https://www.nasa.gov/centers/ames/missions/index.html

We are Ames!



Online Locations: https://osbp.nasa.gov/about-arc.html#missionvid

Armstrong Strong Flight Research Center At-a-Glance

Main focus at Armstrong Flight Research Center

Aeronautical Flight Research and Airborne Science Research

Unique about Armstrong Flight Research Center

- AFRC is located at Edwards AFB
- AFRC has a satellite facility in Palmdale, CA Plant 42 Site 9 in support of Airborne Science Program

AFRC is participating in Gateway/Artemis

Orion AA-2 Launch Abort System

AFRC is participating in New Aviation Horizons

- X-Planes (Experimental Aircraft will test advanced technologies & designs to reduce time for the technology to be adopted by industry)
- https://www.nasa.gov/feature/nasa-aeronautics-budget-proposes-return-of-x-planes

Doing Business with AFRC: https://www.nasa.gov/centers/armstrong/business/index.html

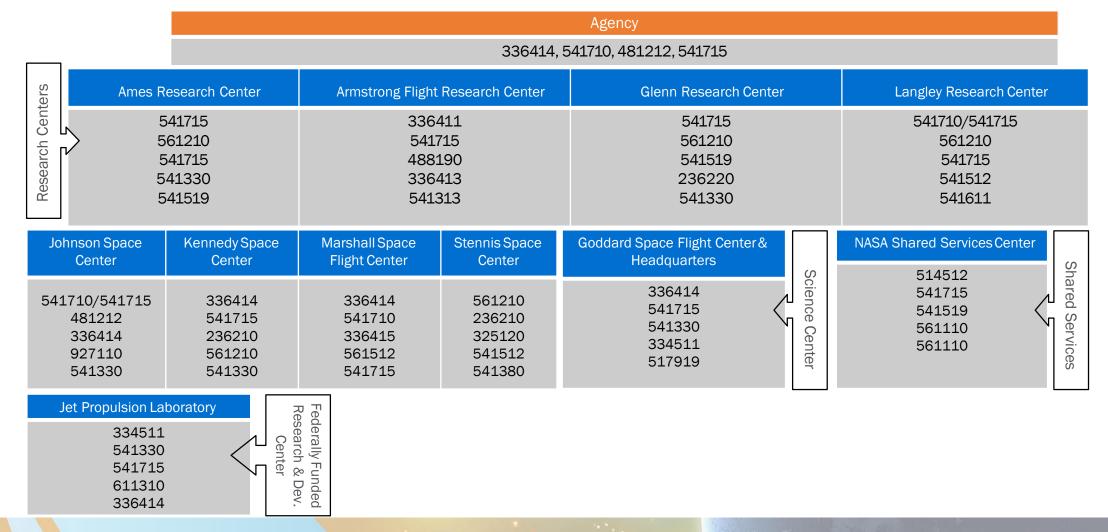
Programs and Projects: https://www.nasa.gov/centers/armstrong/programs_projects/index.html

We are Armstrong!



Online Location: https://osbp.nasa.gov/about-armstrong.html#missionvid

Agency/Center Breakdown by NAICS



www.nasa.gov

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Doing Business with NASA Basics

Preparation

Focus-

- Start with Small Business Specialist (SBS)
- Build relationships 18 to 24 months in advance
- Be persistent but not a Stalker

Know Customer and Do Your Homework –

- NASA Acquisition Forecast
- NAICS Code Chart
- Respond to Sources Sought Synopses / Request for Information
- Solutions

People – People Do Business With People
Patience – Long Term Relations
Persistence – But Don't Be A Pest
Performance – Exceed Customer Expectations

Homework

Get To Know NASA Small Business Specialist Your Initial Point-Of-Contact (http://osbp.nasa.gov/contacts.html)

Review NASA Center Homepages

(http://www.nasa.gov/centers/hq/organization/index.html)

Review NASA Strategic Plan and Budget (http://www.nasa.gov/news/budget/index.html)

Review NASA Explore Moon to Mars

(http://www.nasa.gov/mission_pages/exploration/main/index.html)

NASA Shared Service Center (NSSC)

NSSC where small business makes a big difference Decentralized Procurement NASA Shared Services Center (NSSC) performs selected business activities for all 10 NASA Centers

- Contract Closeout & Procurement activities such as grant awards and administration
- Acquisition of training services
- Invoice Processing
- IT Seat Management and the administration of the
- Agency's IT services contract

Starting in FY 2017, simplified acquisitions will be performed. SAT team will provide NASA Agency leadership with unprecedented insight into the simplified acquisition purchasing activity of NASA by consolidating all SAT purchases at or below \$250,000

SBA and PTAC Resources

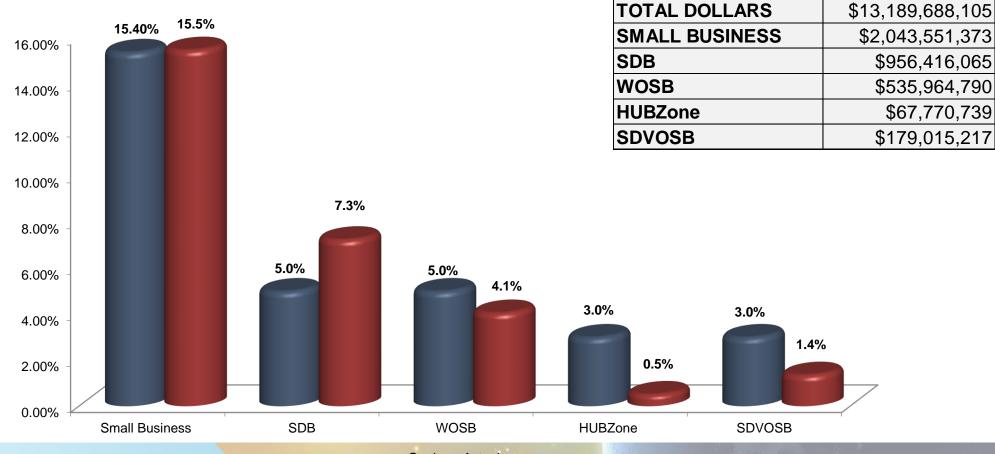
- Small Business Administration: <u>www.sba.gov</u>
- Procurement Technical Assistance Centers (PTACs): https://www.aptac-us.org/
- Small Business Development Centers (SBDC): www.sba.gov/sbdc
- Service Corps of Retired Executives (SCORE): www.sba.gov/score
- California Capital PTAC: www.cacapital.org
- Monterey PTAC Office: http://montereybayptac.org/
- NorCal PTAC: http://norcalptac.org/
- MCSC Kern Women's Business Center: https://www.mcscorp.org/kern



NASA Agency June FY20 Prime Goals vs. Actual Percentages Data generated July 7, 2020 from BETA.SAM.GOV

CATEGORY

DOLLARS



ARC June FY20 Prime Goals vs. Actual Percentages Data generated July 7, 2020 from BETA.SAM.GOV

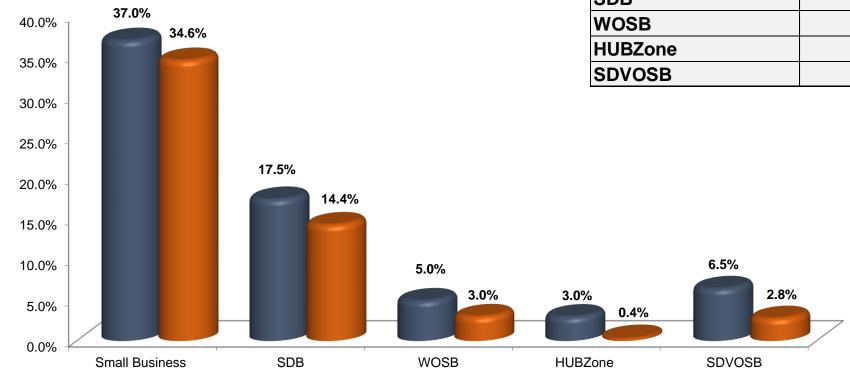
DOLLARS

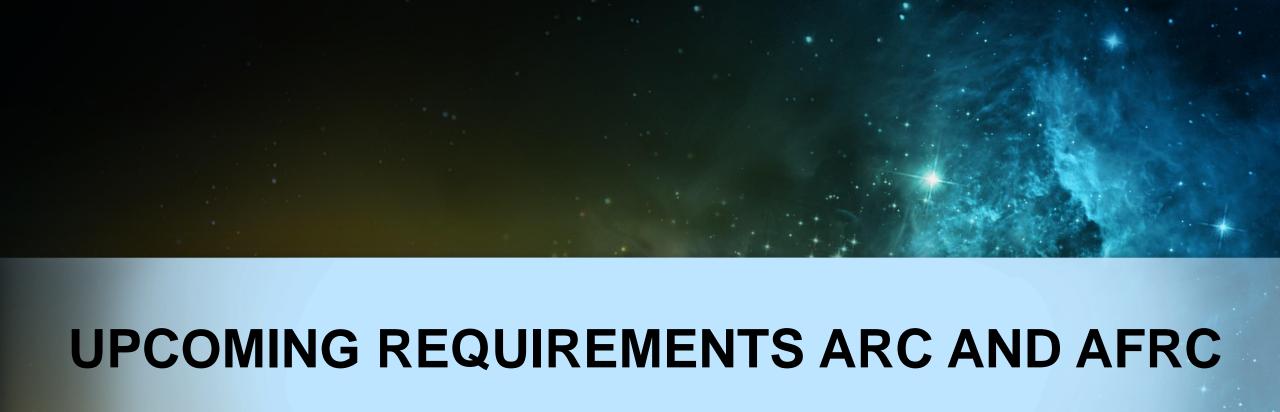
CATEGORY

				TOTAL DO	DLLARS	\$331,863,443
40.0%	37.9%			SMALL BI	JSINESS	\$100,191,656
				SDB		\$54,784,236
35.0%	30.29	W		WOSB		\$39,929,120
	30.27	70		HUBZone		\$3,262,988
30.0%				SDVOSB		\$13,176,769
25.0%						
20.0%		14.5%				
15.0%			9.2%			
10.0%					3.40/ 4.0%	
5.0%				0.4% 1.0%	3.4% 4.0%	
0.0%	Small Business	SDB	WOSB	HUBZone	SDVOSB	T

AFRC June FY20 Prime Goals vs. Actual Percentages Data generated July 7, 2020 from BETA.SAM.GOV

CATEGORY	DOLLARS
TOTAL DOLLARS	\$163,586,847
SMALL BUSINESS	\$56,535,836
SDB	\$23,513,162
WOSB	\$4,948,608
HUBZone	\$610,493
SDVOSB	\$4,581,090





ARC FY19-20 Upcoming Major Procurements

Name of Procurement	NAICS Code	Estimated Dollar Value* (From the Acquisition Forecast)	Set-Aside (Y/N) If yes, also list category of set-aside	Anticipated Solicitation Release Fiscal Year Qtr.	Estimated Award Fiscal Year Qtr.	Re-compete (Y/N)
The Mars Sample Return (MSR) Earth Entry Vehicle (EEV) Thermal Protection Systems (TPS)	541715	\$5M - \$25M	Υ	Q3/20	Q2/21	N
Aircraft Systems and Spaceflight Engineering Support Services (ASSESS)	541715	>\$100M	N	Q4/20	Q3/21	Υ
Aerospace Testing Operations and Maintenance (ATOM) - 5	561210	>\$100M	N	Q4/20	Q4/21	Υ
Cloud Service: Cloud Access Security Broker (CASB)	541512	\$250K-\$1M	Υ	Q2/2021	TBD	Υ
Cloud Professional Services	541512	\$250K-\$1M	Υ	Q2/2021	TBD	Υ

^{*}Total value over life of contract, not annual value. Use Acquisition Forecast amounts: SAP-\$1M; \$1M-\$5M; \$5M-\$50M, \$50M+, TBD

AFRC FY19-20 Upcoming Major Procurements

Name of Procurement	NAICS Code	Estimated Dollar Value* (From the Acquisition Forecast)	Set-Aside (Y/N) If yes, also list category of set-aside	Anticipated Solicitation Release Fiscal Year Qtr.	Estimated Award Fiscal Year Qtr.	Re-compete (Y/N)
Center Administrative and Technical Support Services (CATSS)	561110	\$25M - \$50M	Υ	Q4/Q20	Q2/Q21	Υ
Facility Maintenance and Operations	561210	\$5M - \$25M	Υ	Q3/21	Q3/22	Υ
Institutional Safety Support	541990	\$5M - \$25M	Y Current (SDVOSB)	Q1/21	Q3/21	Υ
Other Opportunities at AFRC – <u>Currently purchased by Support</u> <u>Contractors</u> Aircraft Parts – Various Platforms IT and Range Equipment	336413 334511 334210	Contractor Kay and Associates InuTeq	Email april.d.kell@nasa.gov jennifer.drew@nasa.gov	N	N	N

^{*}Total value over life of contract, not annual value. Use Acquisition Forecast amounts: SAP-\$1M; \$1M-\$5M; \$5M-\$50M, \$50M+, TBD

PRIME CONTRACTORS AT ARC AND AFRC



- ✓ NASA Ames Research Center (ARC) Financial Support Services (FSS)
 - √ The Logical-R Joint Venture, LLC
- ✓ Current NASA Centers/locations:
 - ✓ Ames Research Center
 - ✓ Armstrong Flight Research Center
 - ✓ Goddard Space Flight Center
 - ✓ Headquarters
 - ✓ Johnson Space Center
 - ✓ Kennedy Space Center
 - ✓ Marshall Space Flight Center
 - ✓ Stennis Space Center
- ✓ Logical Innovations, Inc. is a small business, minority-owned small business and woman owned small business serving as a value-added provider of business, technical and creative services for the federal government and private industry
- ✓ With a career that began as a NASA contractor in 1984, I had the opportunity to grow professionally within this great agency and establish my company here. I started in my 'comfort zone' and grew from there.
- ✓ Building a company takes hard work and determination it may not happen overnight but with the right planning, persistence and passion, it will!
 - √ There is no secret formula it's all about you!
- Primary NAICS Codes: 541219, 541511, 541512, 541513, 541519, 541330, 561210, 541715

www.logical-i2.com info@logical-i2.com 281.990.8560

NASA Ames Research Center (ARC)

Doing Business at NASA Centers:

- Ames Research Center
- Goddard Space Flight Center
- Glenn Research Center
- Johnson Space Center
- Jet Propulsion Laboratory
- Kennedy Space Center
- Marshall Space Flight Center
- Stennis Space Center
- World-leading human spaceflight support organization
- Key provider of ground systems support & mission operations
- 60+ years of pioneering space engineering and operations

NASA MPP Participation: KBR commitment to MPP on ISRSD2 Contract

Mentor Protégé Program (MPP) pursuit:

- Develop strategic relationship with current Prime contractor to pursue potential MP opportunity
- As a new Subcontractor, establish strategic working relationship with the Prime contractor in consideration for a future MP opportunity

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Phone: 301 464-7584

Website: kbr.com

Proud history, bright future.

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SMALL BUSINESS RESOURCES

Small Business Resources and Marketing Tools

Agency

NASA OSBP Calendar Outreach Calendar https://osbp.nasa.gov/calendar-osbp.html

NASA Acquisition Forecast : https://www.hq.nasa.gov/office/procurement/forecast/

NASA Partnership Office https://www.nasa.gov/partnerships.html

Guidance for Unsolicited Proposal NASA Research Opportunities (NASA Research Announcements, Broad Agency Announcements, Announcements of Opportunities. Register on NSPIRES): http://nspires.nasaprs.com/external/

NASA Small Business Innovative Research (SBIR) and Small Business Technology Transfer (STTR) program: http://sbir.gsfc.nasa.gov/SBIR/SBIR.html

NASA Technology Roadmap http://www.nasa.gov/offices/oct/home/roadmaps/index.html

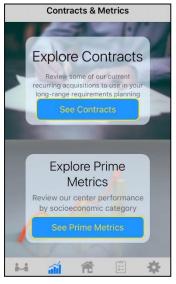
NASA OSBP Mobile App

- Features the NASA Small Business Specialists (SBS) and ability to request appointments
- Active Contract Listings (ACL)
- Highlights location and contact information of:
 - Center SBSs
 - Center Small Business Technical Advisors
 - Center Small Business Liaison Officers
 - Center PCR's
 - Center Ombudsman
- NASA Agency Prime Contract Metrics
- Feature a "Fact or Fiction" Small Business quiz
- Available on all versions of iOS and Android platforms

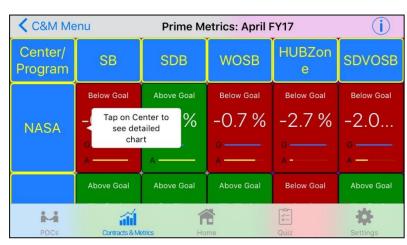


NASA OSBP Mobile App











Small Business Resources and Marketing Tools

Center

Doing Business with ARC Small Business Upcoming Events https://www.nasa.gov/centers/ames/business/index.html

Ames Contractor Council Contractor Information http://www.amescontractorcouncil.org/contractorinfo.html

NASA Research Park http://www.nasa.gov/centers/ames/researchpark/home/#.VvMOA0bJSFg

NASA ARC Chief Technologist Office http://www.nasa.gov/centers/ames/cct/ Tech-bytes newsletter http://www.nasa.gov/centers/ames/cct/tech-bytes-newsletters

Moffett Air Field Goggle
https://sites.google.com/a/pv-nuq.com/nuq/

1. Be Educated –

- •Understanding your strategic advantages and your "disadvantaged advantages" such as 8a status, HUB zone, veteran or woman owned.
- •Sign up for training at the PTAC, SBA or SCORE Office.
- •If you are a small business sign up with the PTAC or local SBDC to assist you with reviewing your proposal before you submit it.
- •New 2017 effective of 10/1/17 NAICS codes SBA website has a new SBA tool to assist https://www.sba.gov/tools/size-standards-tool

2. Leverage Partners & Competitors –

- •Small business as well as large businesses can easily benefit from partnering with other same size or different size businesses.
- •There are Mentor-Protégé programs and other programs through Small Business Advocate offices that can help small businesses.
- Understand your advantages and what partners may make the best sense.
 Be smart about not looking at competition as competition, but as a potential partner.
- Write a Success Story and Publish it.
- •Tell your competitors about upcoming requirements so that we can set-aside in (WOSB, SDVOSB and Hubzone)

3. Plan & Execute

- Devise a strategic business plan and implement it.
- Have a roadmap will keep you on track and ensure success.
- Review the NASA Acquisition Forecast, NSPIRE and SBIR websites at least twice a year.
- When meeting with the Contracting Officer regarding an upcoming requirement make sure that you review the requirement and submit questions in writing.
- Add NASA OSBP mobile app to your Android or iPhone

4. Build Relationships – Relationships are key in any sector

- Attend Outreach Events for network/ matchmaking opportunities with other NASA prime contractors and other federal agencies.
- Attend ACC monthly meetings and other events
- Attend HBCU and other Socio Economic events locally

5. Be Prepared

- Have an elevator speech that address what your company does when meeting with other Industry or Government
- Have a capability sheet for each of your capabilities
- Know your NAICS codes, GSA contracts & socio economic codes.

SBS Contact Information

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M/S 241-1

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Q&A Session

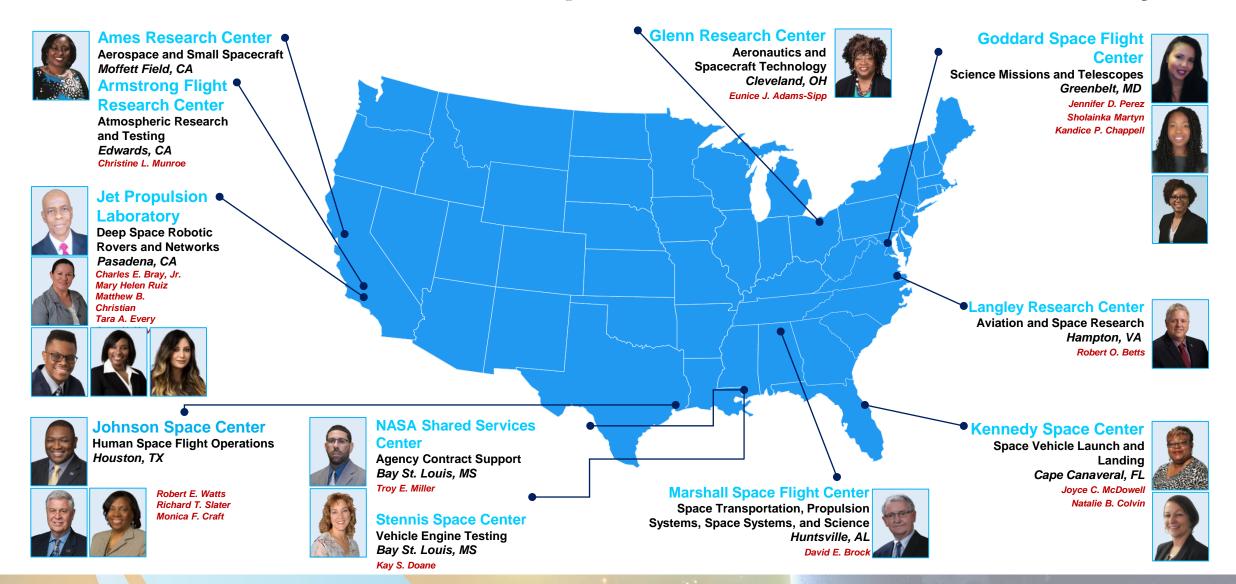


OSBP Updates

Upcoming Webinars

Date	Topic	Guest(s)
8/19/2020	How to do Business with NASA from the Vendor Perspective	FY 2019 Agency-level Small Business Industry Awards Winners
9/16/2020	How to Do Business with NASA Goddard Space Flight Center	Jennifer D. Perez Small Business Specialist
10/21/2020	Updates from the FAR: Small Business Edition	Dorice Kenely NASA Office of Procurement

NASA Small Business Specialists Across the Country



Upcoming OSBP Outreach Events

Date	Event	NASA Speaker(s)	More Information
7/22/2020	USWCC National Small Business Federal Contracting Summit Virtual Summer 2020	Glenn A. Delgado Associate Administrator NASA Office of Small Business Programs (OSBP)	www.uswcc.org
7/27/2020	Lockheed Martin Interview with NASA	Glenn A. Delgado Associate Administrator OSBP	smallbusiness@nasa.gov
7/30/2020	NASA Virtual Small Business Outreach event with Congressman Matt Cartwright (PA-08)	Various NASA organizations	smallbusiness@nasa.gov
9/9/2020	USWCC NASA Spotlight	Various NASA organizations	www.uswcc.org
9/20/2020 — 9/26/2020	2020 Virtual National HBCU Week and Conference	Various NASA organizations	http://www.ed.gov/edblogs/whhbcu/
10/7/2020	NASA OSBP Virtual Regional Outreach Event	Various NASA organizations	www.osbp.nasa.gov

For additional information regarding OSBP outreach, email smallbusiness@nasa.gov.

About the NASA Vendor Database (NVDB) on the Google Platform

- NVDB user benefits:
 - Market Research
 - Vendor Search Capability
 - OSBP Learning Series notices
 - HBCU/MSI Search
 - Capability Statement viewing
 - Vendor-to-Vendor engagement
 - Joint Venture opportunities
- NASA Agency User Registration: https://bit.ly/201u4ul
- Vendor Registration: https://Bit.ly/20111aA

To learn more about the Small Business Program at NASA:

- http://www.osbp.nasa.gov
- **202-358-2088**
- smallbusiness@nasa.gov
- @NASA_OSBP
- MASASmallBusiness
- OSBP Mobile, available on iOS and Android devices